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## ABSTRACT

A study examined the organization, content and audiences of four public access channels to determine whether public access on cable television can be described as mini-communication and, if so, whether cable television is fulfilling some of its promises as a mini-medium. Organization was categorized as reflecting little or no hierarchy of authority, specialization among jobs, or resistance to public discussion of technique. Content was categorized as traditional or non-traditional, depending on production styles and whether on-camera people were personally known to the intended audience, while audience was identified by common areas of interest or mutual geographical boundaries. Data were gathered by interviewing the producers involved with the four channels and by observing the activity of the four channels for one week each, viewing one week's content of each channel, and surveying the potential audience of the channels. The findings did not reveal an audience homogeneous in character other than by virtue of its geographical boundaries. The results did show that the size of the audience was unaffected by the extent of bureaucracy within the organization of the channel, that available equipment determined whether content was traditional or non-traditional, and that producers, not the audience, were more interested in making sure the content was similar to traditional television. Finally, the study found that many, but not all of the producers wanted more expensive equipment capable technically of doing more with the content. (HOD)

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PROMISE VS. PERFORMANCE  
A CASE STUDY OF FOUR PUBLIC ACCESS CHANNELS  
IN CONNECTICUT

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Mass Communication and Society

An Abstract of:

Promise Versus Performance:

A Case Study of Four Public Access Channels  
in Connecticut

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A study of four public access channels on cable television reveals that cable television can function as a medium for mini-communication as well as for mass communication. The producers are not necessarily part of a large bureaucratic structure; the audience is motivated to view non-traditional content; and the audience can be homogeneous rather than heterogeneous. In a telephone survey, half of the cable subscribers responded that they had viewed the public access channels, and 30 percent could recall a program. However, the public access audience was not found to differ demographically from those who responded they had not watched the public access channels.

## INTRODUCTION<sup>1</sup>

Television is acknowledged as the dominant mass medium in the United States by both the public and communication scholars (e.g., Gerbner, et al., 1982; Neuman, 1982; Postman, 1979 and Roper, 1983). Underlying much of the research and polls is an assumption that television is used only as a mass medium; for communication, of an inherently transient nature, produced by bureaucratic media organizations, disseminated quickly to a large heterogeneous audience, at little cost to the audience (McQuail, 1983, Wright, 1986).

While scholars have noted a growing trend, on the part of the mass media, toward addressing an homogeneous audience (e.g. Compaine, 1980; Gumpert, 1970; and Maisel, 1973), there is disagreement on whether television could also function as mini-media, as suggested by Gumpert and Maisel. Mini-medium television would have mass medium characteristics but there would be three major differences: 1) the producers would work outside of a bureaucratic organization; 2) the producers would produce non-traditional television (content not normally on television); and 3) the audience would be homogeneous, identified by mutual interests or geographical bonds. Cable television is a continuation of television's function as a mass medium (e.g., Branscomb, 1975, Wright, 1986). This paper addresses the question of whether cable television can function as a mini-medium for mini-communication.

Theorists and practitioners view cable television as a means to overcome the limited diversity seemingly inherent in traditional broadcast television

programming due to the limited number of channels (e.g., Beck, 1983; Gillespie, 1975; Sloan Commission 1971; Smith, 1972; and Tate, 1971). However, as Anne Branscomb noted in 1975, such promises are made for every new medium. For a while the cable industry seemed to add a new type of program service every month (Schwartz, 1982). But with reports of a shrinking cable industry (S. B. Smith, 1983), there was a return to more traditional programming based on the broadcast model. For example, Cable Health Network and Daytime combined into one service, Lifetime, and the Disney Channel, ostensibly a children's channel, now refers to itself as a broad-based family channel (Variety, 1984).

Public access cable television channels represent one of the most clear-cut opportunities to study mini-communication on television. Public access channels are described for legislative purposes as those cable channels set aside for use by the general public. But that description does not determine how the channels function for the producers or the audience. Public access advocates define their goals in terms of mini-communication. They are interested in minimizing the bureaucratic media organization by encouraging citizen participation in television programming (NFLCP, 1983). Producers typically, do not attempt to produce programming that looks like traditional over-the-air television (Buske, S.M. 1983), and they often use the public access channels to address homogeneous audiences (NFLCP, 1983).

This study set out to determine whether public access on cable television can be described as mini-communication and, if so, whether cable television is fulfilling some of its promise as a mini-medium. There have

been few studies on mini-communication or public access, and the future of public access is tenuous.<sup>2</sup> By studying the producers, content and audiences of four public access channels, this study attempted to answer the following questions:

- 1). Do the public access producers intend mini-communication?  
Do they intend to:
  - a) work outside of a bureaucratic organization,
  - b) produce non-traditional television content, and
  - c) address an homogeneous audience in terms of geographic boundaries or areas of special interest?
- 2) Do the public access channels reflect mini-communication?
  - a) Do the producers work outside of a bureaucratic organization?
  - b) Is the content non-traditional television?
  - c) Is there an homogeneous audience for the channels?

#### METHODOLOGY

The case study method was used to research variables within the communication process of four public access channels carried on Rollins Cablevision in Connecticut: three channels to separate but neighboring towns (Branford, Guilford and Madison) and the fourth, the system-wide channel, to seven towns including the three aforementioned ones.<sup>3</sup> The possibility of finding generalizable conclusions about public access was enhanced by

selecting four channels, yet many variables were constant. The towns, which are adjacent to each other, have populations of similar demographics and a 78 percent cable penetration rate.

The three areas of mini-communication studied -- organization, content and audiences -- must be defined further to differentiate these terms from their use for mass communication. Bureaucratic organization refers to a rationally organized structure that has, to varying degrees, hierarchy of authority and specialization among jobs. It also avoids public discussion of its techniques, although there may occur public discussion of its policies (Merton, 1952). In mini-communication, the organizational structure of the channel would reflect little or no hierarchy of authority, specialization among jobs or resistance to public discussion of techniques.

Content is categorized as traditional or non-traditional depending on production styles and whether on-camera people are personally known to the intended audience. This functional definition of traditional television is drawn from scholars such as Susan Eastman, Sydney Head and Lewis Klein (1981) and Raymond Williams (1975). (See Table 1.) In contrast to the Federal Communications Commission's categorization of program types (e.g., agricultural, entertainment and news), the study's program categories were chosen to better reflect the possible differences between mass communication and mini-communication while allowing for the variation in public access subject matter (e.g. sports, religious programming and public meetings).

Rather than being a large, heterogeneous public, the audience of mini-communication is homogeneous and identified by common areas of interest

or mutual geographical boundaries. The pretest of each step indicated that the instruments and the above categorizations were workable.

Question one was answered by interviewing the producers involved with the four channels (n=31). Although the sample size is small, the selection represents a cross-section of those producers who had been associated with the channels within one year. Open-ended questions for the personal interviews were structured to determine whether the producers intended the channels to function closer to the mass communication, or to the mini-communication, concept in terms of organization, content and audiences. The responses were analyzed as reflecting positive, negative or neutral intentions toward mini-communication goals in the three areas (organization, content and audience) and were categorized by channel (Table 2).

The second question was answered by observing the activity of the four public access channels for one week each, viewing one week's content of each channel and surveying the potential audience of the channels. To determine to what extent each channel did not function within a highly bureaucratic organizational structure, I observed the methods the participants of the channel used for working together, for getting productions cablecast and for training new people. I also observed how the participants perceived their roles as well as the purposes of the channel. The findings were categorized as tendencies towards mini-communication in terms of hierarchy, person in control, degree of specialization, openness, training of others and guiding philosophy.

A week's content of each channel, totalling twenty-four original programming hours, was coded and analyzed to determine whether the channels reflected traditional or non-traditional characteristics as described above.

In addition, trained interviewers conducted a telephone survey of 400 randomly selected cable subscribers from October 1984 to January 1985.<sup>4</sup> The telephone numbers were selected randomly in a systematic fashion, in order to complete one hundred interviews in each of the three towns and one hundred from the four other towns. Selection of the first five digits of the towns' telephone exchanges was based on representation in the telephone directory, with the last two digits added from a randomly generated list of numbers. The lists of numbers were then checked by the cable system to ensure the privacy of subscribers. At the same time the numbers that were not listed as cable subscribers were crossed off, reducing the number of calls that had to be made. To check that the selection was not biased, thirty interviews were made from a listing that had not been checked by the cable operator. There was no difference in the findings between the two methods. Overall there was a 67 percent response rate.

The survey instrument was a result of synthesizing other researchers' public access audience surveys and industry cable subscriber surveys (Goss, 1978; Wurtzel, 1974; Fuller, 1983; and Television Audience Assessment, Inc. 1983). The questions were framed to determine whether the public access viewer differed from the typical subscriber either demographically (age, sex, household income, education, marital status, length of residency and children in home); in area of interest (sports, news, social concerns, culture and the

arts); in viewing habits (program selection methods, hours view per day and when most likely to view); or community involvement.<sup>5</sup> As opposed to other surveys, this instrument included questions that identified television content that could only have been seen on the public access channel being surveyed.<sup>6</sup>

For purposes of descriptive analysis, frequencies were used to determine the distribution of public access viewing for each channel, the reasons for viewing public access, and the subscribers' perception of the public access channels. Cross-tabulations were conducted determining the measures of association between public access viewers and non-public access viewers for demographics, viewing habits, areas of interest and community involvement. To check for the representativeness of the sampling procedure, the demographic data gained from the survey instrument were compared to the census figures.

#### RESULTS, Question One:

A majority of the producers and public access associates intended mini-communication goals for the public access channels (Table 2). A clear majority intended the organization of the channels to be loosely structured. Most of them, in fact, enjoyed working with people from all walks of life in a common endeavor such as producing a town news program. Often the respondents said the disorganization slowed their progress towards production, but they would not give up their freedom for structure.

Only one channel had any producers who intended the channel to be highly structured, or bureaucratic. That finding could be a result of the set up of the channel within the Fire Department, a necessarily structured organization.

Almost one third of the producers interviewed were mixed in their intentions toward a non-bureaucratic organization for the channels; they were concerned that the technology had become so complicated that a structure was needed to teach people how to use the equipment. Often the respondents described a need to remain flexible and unstructured, but they were not sure the channel would survive as intended because the equipment was expensive. Many respondents saw a need to buy more sophisticated equipment to improve the technical quality of the programming.

Sixty percent of the producers and associates intended the content of the public access channels to be non-traditional television, though mainly in terms of subject matter, not style. Almost all the producers intended to produce programming that could not otherwise be seen on television because it was about a town not covered by television, or because they asserted that its content was not of interest to traditional television media organizations. Examples of the latter included a six-part series on solar energy, a monthly review-interview of local rock groups, discussion of local health issues, and church services.

Most of the producers intended to address an audience homogeneous in terms of geography, and most hoped to reach any and all of the residents. Only at the system-wide channel, which has the largest potential audience,

did as many as a third of the producers intend to address as large an audience as possible.

RESULTS, Question Two:

Based on this study, the perceived levels of bureaucracy within a public access organization was determined by the guiding philosophies of the people involved. The channels represented a large diversity in terms of the extent of bureaucracy in their organizational structure. The fact that the system-wide channel operated within a very large corporate structure did not mean that the channel's organization would be highly bureaucratic throughout. The coordinator for the system-wide channel was just that -- a coordinator, not a general manager -- so that all people felt that they worked on an equal basis.

However, one town access channel exhibited a highly bureaucratic structure, probably due to the physical placement of the technology. The modulator was placed in the fire department headquarters, a necessarily highly bureaucratic structure. The chief of the fire department was the person in control. Interestingly, there was a loose definition of functions among the three firefighters who used the equipment, sharing technical, directorial and production functions. However, in the interest of maintaining the equipment, it was very difficult for someone outside of the fire department to use the equipment. Use of the channel time was easier for the public, although the chief would screen the programming for political

bias or commercialism. The other two town access channels reflected their goals of a loosely structured organization.

The content of the channels reflected a clear division between the town access channels and the system-wide channel in terms of mini-communication characteristics (see Table 3). Only in terms of scheduling, offering the programs as discrete units, was the system-wide channel providing mini-communication.<sup>7</sup> The system-wide channel displayed far more traditional television content than the producers and associates intended. Almost half of the programming was produced outside of the area for audiences throughout the country and, in some cases, other countries.<sup>8</sup> The equipment the system-wide producers used also tended to be of better quality than the town channels' equipment, and the system-wide producers were seeking a broader audience in terms of geographical boundaries. Since the audience was not clearly defined, they usually would resort to technical expertise to entice viewers.

Although the three town access channels fell within the limit, set for this study, to qualify as media for mini-communication, there were notable differences. The Guilford channel had the largest majority of producers and associates who intended to produce non-traditional television, but their programming reflected the least number of non-traditional television characteristics among the three town access channels. They said they would just "point and shoot"; after years of doing that they had become very comfortable with the camera, and with television production in general. The sports programming had to be characterized as quite polished because of the

good camera work and the interesting voice-over narration. Not only was it years of experience but more people were involved with the Guilford channel. Although the organization of the channel was loose, it was set up to let people identify themselves by their interests and to work accordingly. Those associated with the channel had become well-versed in their chosen jobs.

The audience survey found that the audience for public access was larger than had been expected, given the results of other studies. Based on the survey, over half of the population had viewed public access programming. As shown in Table 4, of those fifty percent, over half responded that they rarely watched the channel. The remainder replied that they viewed the channel once or twice a week, with one town represented by some daily viewers. And 30 percent of the population was able to recall a program watched recently on a public access channel. Also, in spite of only four to eight hours of programming a week on the public access channels, 14 percent of the population on average responded that they watched the channel at least once a week.

Analysis of the survey found that the public access audience was homogeneous only by way of geographical boundaries, and that they were motivated to view non-traditional content.<sup>9</sup> Although the sizes of the audiences for each channel were similar, the channels were viewed for different reasons (See Figure 1). Respondents were more likely to answer that they viewed the system-wide channel because it caught their eye, while they viewed the Town Access Channels more often because they knew someone on it or because of the local nature of its content.

When asked how they selected their television programs, the public access viewers had more responses on how they made their selections than did the non-viewers. Figure 2 illustrates that the public access viewers were more likely than the non-viewer to push buttons, use newspaper listings or the suggestions of another person to select their television programs. These findings can be compared to the reasons public access viewers gave for watching the access channels. For the system-wide channel, the viewers must have been scanning, or pushing the buttons, to have the programming catch their eyes. The town access viewers were often told ahead of time to watch an access channel because they knew someone featured on it.

The survey covered areas of interest to determine any possible homogeneity among the audiences of public access. The respondents were asked to identify themselves as very interested, interested or not interested in categories such as sports: participating in sports and watching athletic events. Figure 3 indicates how little difference there was between the two categories of viewers; public access or non-public access viewer. The public access viewer was more likely interested in either participating in sports or watching athletic events. This finding was expected because each channel had at least one evening devoted to sports.

The findings relating to the respondents' interests in news were unexpected (Figure 4). Although fewer public access viewers, relative to non-public access viewers, identified themselves as not interested in all the types of news, the public access viewer was only slightly more interested in local news. This may be attributable to the use of the term "local news",

which the respondents, perhaps, could not distinguish from the broadcast television news available to them.

It is interesting to note that less than five percent of the total survey population cited the need for improved quality of content to attract them to the public access channels more often. While the producers and associates of the town access channels intended non-traditional television, and the producers and associates of the system-wide channel were less interested as a group in non-traditional television, both the content analysis and the audience survey indicate that the size of the audiences is unaffected by whether the content is traditional or not.

#### DISCUSSION

The findings of this study suggest that Gumpert and Maisel were perhaps too rigid in predicting the future specialization of television content, not allowing for any ambiguity among the variables. Yet their suggestions did allow for other ways to study the function of television. Television, via cable, can function within a loosely structured organization with content that is non-traditional and reaches a large audience. But this study did not find an audience homogeneous in character other than by virtue of its geographical boundaries. Counter to some assumptions, it is not possible to predict who makes up the public access audience.

This study found that the size of the audience is unaffected by the extent of bureaucracy within the organization of the channel. According to this study, it can be said that the public access channels are media for mini-communication in terms of organization if that is the intention of those involved with the channel. Content is non-traditional or not depending on the equipment available. And there is an audience for non-traditional television, but not all public access channels function as mini-media in all three categories of organization, content and audience. As Lynn White described the potential effects of technology in general (White, 1979), circumstances and people largely determine how a technology will be used.

If people wish, the medium of television need not function solely as a mass medium of broadcasting, attempting to reach the broadest possible audience. Nor should it be limited to a private medium through the use of video cassette recorders and personal cameras. Television can also function as a mini-medium via cable.

As found elsewhere (e.g., Spiller, 1983), this study found the producers, not the audience, more interested in making sure the content was similar to traditional television. The audience is unconcerned about the production values if they are interested in the subject matter or know the people on camera. The audience wants to be able to see a picture and to hear the audio, but the audience does not, for the most part, need a polished production. The content, not the production value, attracts the viewer.

This study found that many, not all, of the producers want more expensive equipment capable of doing more technically with the content. Some

producers were concerned of course that they be able to produce a reliable picture, while others considered the only way to keep the viewer was by adding the techniques of traditional television. If the study had found that all the producers were concerned with technical expertise, the conclusion would be that mini-communication, as defined in this study, could not exist for cable television. For as Jacques Ellul warns, technique becomes an object in itself and dominates everything. "Technical activity automatically eliminates every non-technical activity or transforms it into a technical activity."<sup>10</sup>

However, Ellul's warning was not borne out in this case study. There were producers who were not concerned as much about the production techniques as about the content. Many producers said that if they did not produce the programs, the programs would not be on television. And the audiences responded to the producers by watching the town access channels because they knew the people on the channels, or because of the local nature of the subject matter.

One finding of this study supports the goals of the public access producers and suggests that the distinctions set forth in this study for mini-communication, as opposed to mass communication, do help to describe public access on cable television. Guilford, the channel that reflected the least bureaucratic structure, had the largest percentage of people surveyed involved with the channel (Table 5). By encouraging as many people as possible to utilize simple-to-use equipment in a public place, , Guilford had twice as many people participating in their productions as did the other

channels. However, as many producers commented, the public is still very wary of participation in the media. It would be interesting to compare public access participation to public participation in other media.

General recommendations about public access resulting from this study include the need to work within an intentionally loosely structured organization and to publicize its existence through every means possible, especially existing structures. It is also important to have the simplest possible equipment to operate, again to involve more people in the process. One other general recommendation that comes out of this study is the importance of some basic level of support for public access, in terms of personnel and equipment. The channels studied were provided a camera and recorder by the cable system. The system also provided a means of technical maintenance and a central studio for large productions and for editing. Most significant, however, was the support by the public access coordinator for the system-wide channel, where there was always a person available with suggestions, though not in the same town.

One specific recommendation to public access associates is that they consider the drawbacks to placing the public access channel within a municipal building and having it organized by municipal workers. Although the municipal workers or government employees may have the best intentions, they are perceived to have power and authority by the potential public access users. One of the principal reasons for public access is to provide a forum for ideas, including those unpopular either to those in power or to the general consensus. This study found that the sense of power may be overcome,

as was demonstrated by the system-wide channel.

Before any further discussion, it must be suggested that this study should be supported by more studies similar to it in other systems and other areas of the country. While this study covered the public access audience for four different channels, there may be many other factors that have contributed to the findings. The context may have been too unique to draw many valid generalizations from the results of this study: a large percentage of homes had cable (77 percent), though they tended to watch less television on average than do viewers nationally.

Further research is needed in the categorization of traditional versus non-traditional television content. Examples of differences may be the extent of bias portrayed in the programming, the degree of authority held by the on-camera people and the extent to which the event covered is normally covered by the mass media. Further categorization of the content of television may more fully explain the different functions of the medium for the audience.

Other problems future research should cover are the ways to identify television content when surveying the public. The results of this study suggest that the public perceives "local news" as that program their local television station carries every evening. There may be a need to separate the public's definition from the researcher's definition of "local news", similarly to be aware of the public's definition of national news. Further research could support the need to identify program content specifically when surveying the public about public access and other channels on cable

television.

In conclusion, this study found that cable television can function as a medium for mini-communication, particularly in the Connecticut towns studied, where people are viewing mini-communication. For these cable subscribers, television has channels for both mass communication and mini-communication. They are viewing local programs because they know the people on camera and because the programs are about their communities. As the Sloan report predicted over a decade ago, cable can become a medium for "separate voices of the community to be heard."<sup>11</sup>

## FOOTNOTES

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1. This paper is a result of my studies conducted under the helpful guidance of Professors Terence Moran, Mitchell Moss and George Stoney, New York University for a Ph.D. granted October 1985.
  2. The Cable Telecommunications Act of 1984 allows the local franchising authorities to require, or not require, public access channels. And the cable industry is fighting any such requirements.
  3. The system studied did not have the major obstacle to community programming on cable television which others have found: the lack of technical provision for channels for each local jurisdiction (Moss, Warren and Hellebust, 1983).
  4. The unit of analysis was the cable subscriber within a population of 45,286 cable subscribers of the seven town franchise area of Rollins Cablevision. 77 percent of the total homes in the seven towns had cable at the time of the study.
  5. Studies have found that mini-communication tends to be descriptively adequate for an already tight-knit community. (Jankowski, 1982 and Spiller, 1982.)
  6. Many studies have noted audiences are watching programs, not channels (Kahan, 1983). And it is often difficult for viewers to identify the channel they have viewed.
  7. This was largely a result of the technical capabilities. The playback machine, at the time, could only hold one videotape at a time.
  8. There were programs produced by the RAI included in the sample. The programs had been brought over by an Italian seeking to provide service to his community.
  9. For purposes of this study, the public access viewer is the respondent who responded affirmatively to the question describing both Community Access Channel A and the Town Access Channel C or D and asking the respondent if he or she recalls having seen a program on either of the channels. Because over half of the respondents answered affirmatively it was possible to compare two almost equal groups.

10. Jacques Ellul, The Technological Society(New York:Random House, 1964), p.83.

11. Sloan Commission, (1971).On the Cable,p.123.

Table 1  
Traditional versus Non-traditional Characteristics  
of Television Content

| Traditional                                                                                               | Non-Traditional                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <u>Scheduling</u>                                                                                         |                                                                                                                                        |
| Program is scheduled to run on the hour or half hour                                                      | Program is not scheduled to run on the hour or half hour,<br><br>or cablecast time is determined by the length of the previous program |
| Runs the same time each week<br>with no repeats within week                                               | Does not run the same time each week<br><br>Repeated often within week, at various times                                               |
| Program not seen as discrete unit, but as part of a block that attempts to attract the available audience | Program seen as discrete unit<br><br>with no attempt to build audience from one program to the next                                    |
| Program broken up by commercials.                                                                         | No interruptions within programs                                                                                                       |
| <u>Production</u>                                                                                         |                                                                                                                                        |
| On camera talent known to audience only through the mass media                                            | On camera talent known to intended audience personally                                                                                 |
| Evidence of large crew and expensive equipment                                                            | Evidence of small crew and inexpensive equipment                                                                                       |
| Multiple cameras                                                                                          | Single camera                                                                                                                          |
| A lot of camera movement                                                                                  | Little camera movement                                                                                                                 |
| Program is packaged with tease                                                                            | Simply packaged with no tease,                                                                                                         |
| Well-produced title and credits                                                                           | No visual title or credits                                                                                                             |
| Equipment produces reliable steady pictures.                                                              | Equipment produces noise requiring audience to retune set for steady picture.                                                          |

Table 2

## Categorization Of Producers' Intentions

Toward Non-Bureaucratic Organization  
of the Channel

|          | Branford<br>N=6 | Guilford<br>N=8 | Madison<br>N=8 | System Wide<br>N=9 | TOTAL<br>N=31 |
|----------|-----------------|-----------------|----------------|--------------------|---------------|
| Positive | 2               | 7               | 5              | 7                  | 21            |
| Negative | 3               | -               | -              | -                  | 3             |
| Mixed    | 1               | 1               | 3              | 2                  | 7             |

## Towards Non-Traditional Television

|          | Branford<br>N=6 | Guilford<br>N=8 | Madison<br>N=8 | System Wide<br>N=9 | Total<br>N=31 |
|----------|-----------------|-----------------|----------------|--------------------|---------------|
| Positive | 2               | 7               | 3              | 6                  | 18            |
| Negative | -               | 1               | -              | -                  | 1             |
| Mixed    | 4               | -               | 5              | 3                  | 12            |

## Towards Addressing an Homogeneous Audience

|          | Branford<br>N=6 | Guilford<br>N=8 | Madison<br>N=8 | System Wide<br>N=9 | Total<br>N=31 |
|----------|-----------------|-----------------|----------------|--------------------|---------------|
| Positive | 6               | 7               | 6              | 5                  | 24            |
| Negative | -               | -               | -              | 1                  | 1             |
| Mixed    | -               | 1               | 2              | 3                  | 6             |

Table 3  
Percentages Of Programming, By Channel,  
That Are Characterized As Non-Traditional Television

| Channel                               | Branford | Guilford | Madison | System-wide | Total  |
|---------------------------------------|----------|----------|---------|-------------|--------|
| Total hours                           | 7 1/2    | 4        | 10 3/4  | 5           | 27 1/4 |
| <u>Scheduling</u>                     | %        | %        | %       | %           | %      |
| Discrete                              | 35       | 50       | 100     | 100         | 80     |
| Not Interrupted                       | 100      | 100      | 100     | 63          | 91     |
| Repeated                              | 35       | 0        | 0       | 8           | 11     |
| <u>Production</u>                     |          |          |         |             |        |
| On Camera people known to Audience    | 100      | 100      | 100     | 32          | 83     |
| Low Budget                            | 100      | 100      | 93      | 24          | 75     |
| One Camera                            | 100      | 100      | 100     | 19          | 80     |
| Most shots over two minutes           | 100      | 25       | 100     | 19          | 61     |
| Few shots                             | 100      | 50       | 93      | 19          | 66     |
| Little Camera Movement                | 68       | 25       | 93      | 0           | 47     |
| Minimal Packaging (Titles/Credits)    | 87       | 0        | 65      | 0           | 38     |
| Picture not Reliable                  | 100      | 24       | 66      | 0           | 48     |
| Percent of Categories Over 50 Percent | 82%      | 55%      | 100%    | 9%          | 64%    |

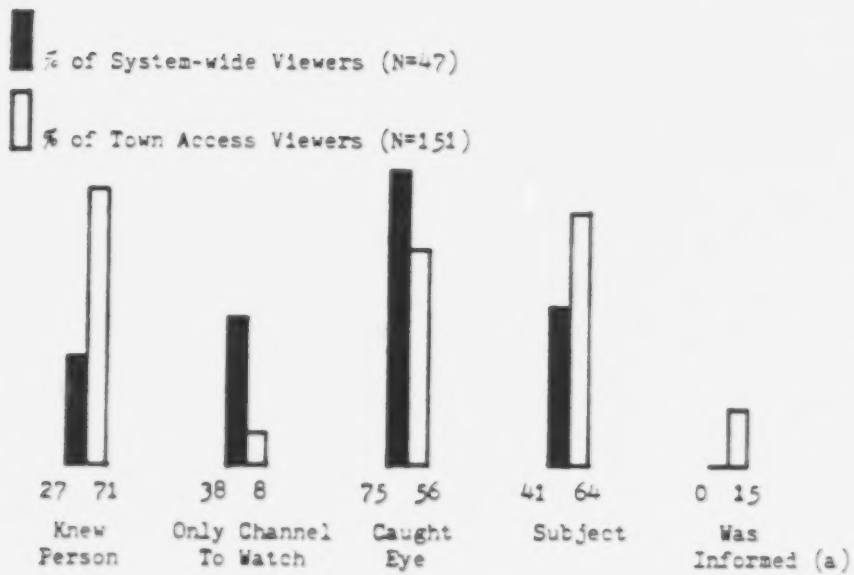
Table 4  
Number Of Public Access Viewers By Channel

| Channel                                                    | Branford<br>N=100 | Guilford<br>N=100 | Madison<br>N=100 | System-wide<br>N=100 | Total<br>N=400 |
|------------------------------------------------------------|-------------------|-------------------|------------------|----------------------|----------------|
| Those responding<br>had viewed<br>public access<br>channel | 52                | 56                | 50               | 50                   | 208            |
| Watch at least<br>once a week                              | 13                | 11                | 18               | 13                   | 55             |
| Able to recall<br>a public access<br>program               | 31                | 33                | 34               | 24                   | 122            |
| Able to recall<br>a second public<br>access program        | 13                | 16                | 15               | 9                    | 53             |

Table 5  
Subscribers Who Had Participated In Any Public Access Programming,  
By Channel And As A Whole

|                                     | Branford<br>N=100 | Guilford<br>N=100 | Madison<br>N=100 | System-wide<br>N=100 | Total<br>N=400 | %   |
|-------------------------------------|-------------------|-------------------|------------------|----------------------|----------------|-----|
| Subscribers who<br>had participated | 3                 | 11                | 3                | 2                    | 19             | 4.8 |

Figure 1  
Percentage of Respondents' Given Reasons  
for Watching Public Access Channels



(a) Only viewers of the town access channels offered this response

Figure 2

Program Selection Methods of Public Access Viewers  
Compared with Non-Public Access Viewers, by Percentage

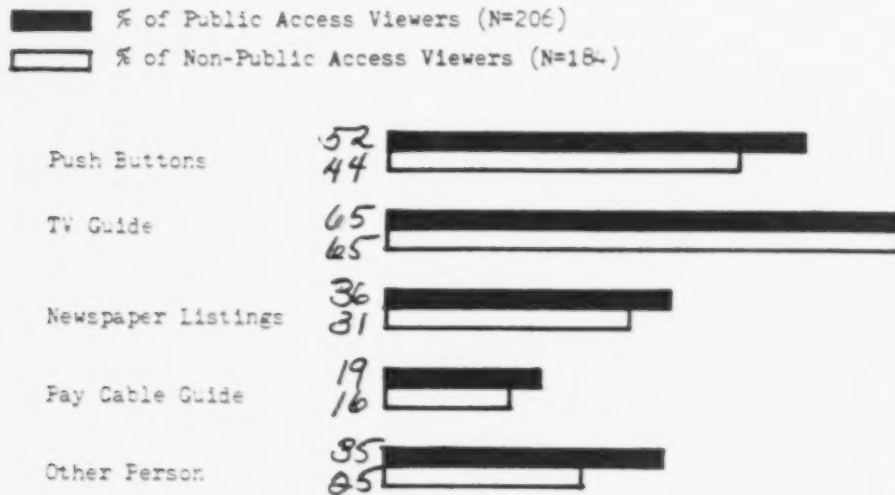


Figure 3

Interest in Sports of Public Access Viewers Compared with Non-Public  
Access Viewers, by percentage

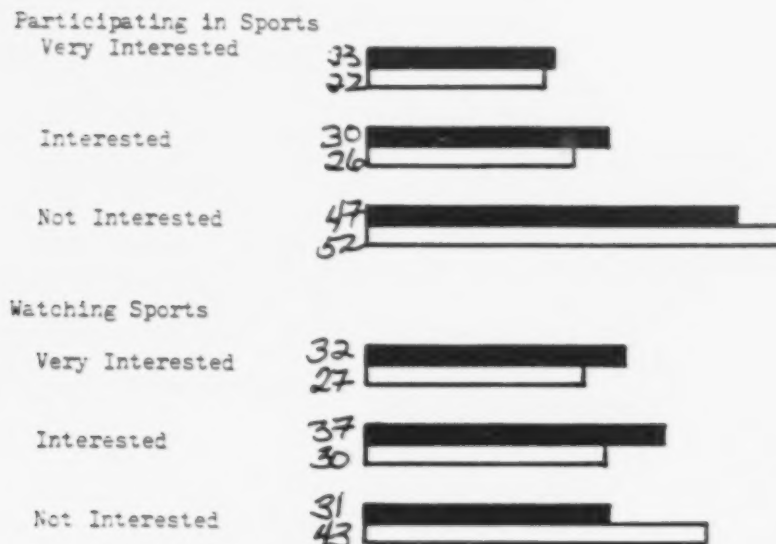
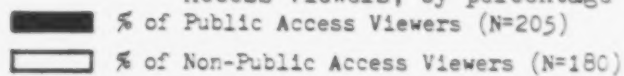
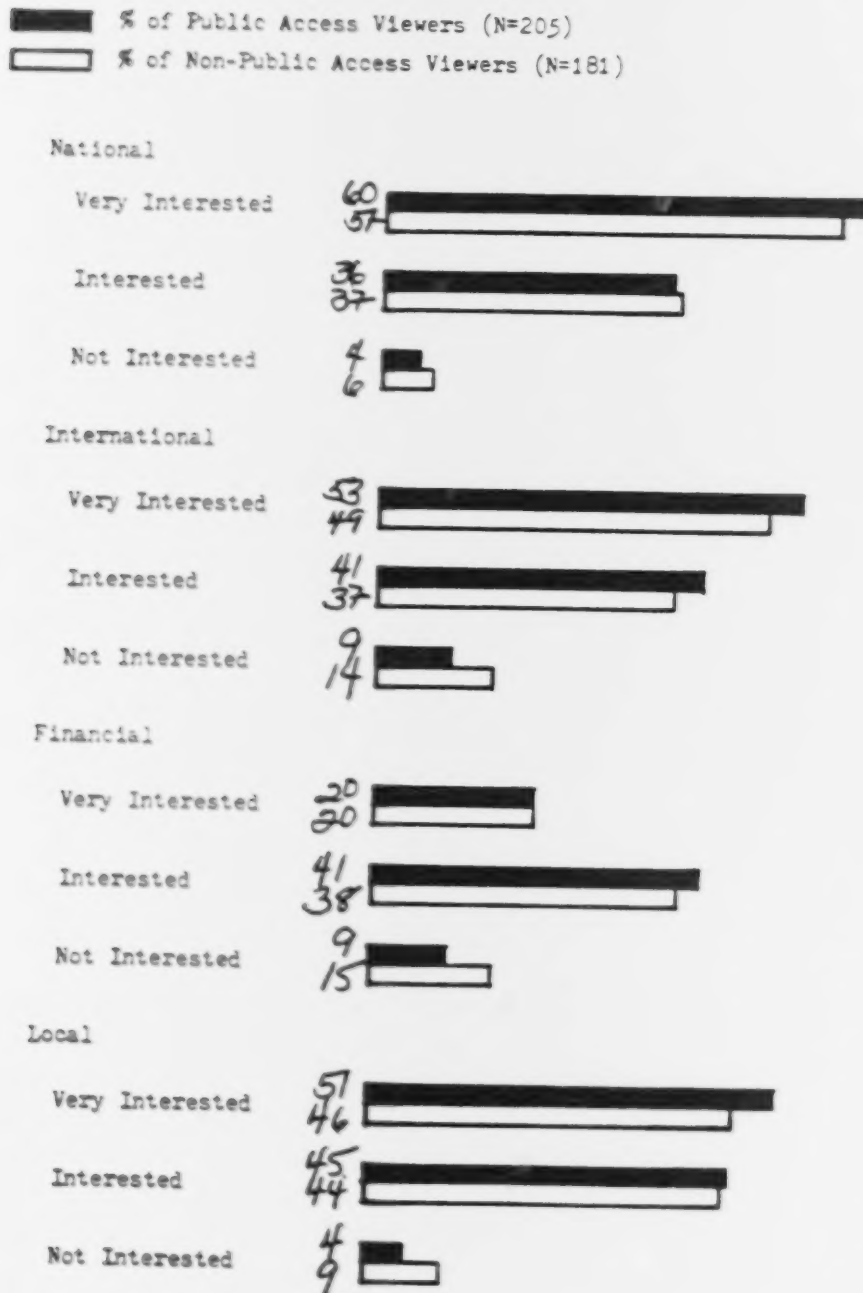


Figure 4  
Interest in News of Public Access Viewers  
Compared with Non-Public Access Viewers,  
by Percentage



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